

# Southern Coast Region

Imperial and San Diego Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

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### 5 a Day-Power Play! Campaign

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### Latino 5 a Day Campaign

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**CAJON VALLEY UNION SCHOOL DISTRICT***LIA—School/District Channel***Robin L. Pelletier**

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Email: [rpelletier@projects.sdsu.edu](mailto:rpelletier@projects.sdsu.edu)**Local Share:****\$439,802****State Share:****\$219,901****Year First Funded:****FFY 2000**Target Audience

- Ages: Grades 1-8
- Ethnicities: Asian (1.2%); African American (7.2%); Latino (26.4%); Native American (1.2%); Pacific Islander (0.8%); Caucasian (62.9%)
- Language: Spanish, Tagalog, English

Settings

School

Partners

29 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; SD Nutrition Coalition

Description

The primary objective of Nutrition Network News (NNN) is to advocate for providing and promoting healthy foods and physical activity based on the 5 a Day nutrition principles to all school-aged children. NNN collaborates with Cajon Valley Union School District (including 4 elementary and 5 middle schools), Grossmont Union District (3 high schools) and Vista Union School District (15 schools), all of which meet the >50 percent free and reduced meal participation rate. The following NNN activities are planned for the next budget year: (1) focus on advocacy starting with the School Health Index (NNN is currently working with 2 high schools to implement the School Health Index); (2) draft an advocacy book to advocate for healthier schools (note that some of this information will be available via the NNN website); (3) design and conduct a Fruit and Vegetable Consumption project to measure the amount of fruit and vegetables that middle school children consume during their lunch period. NNN will continue its efforts to establish nutrition and physical activity policies to provide healthier school environments through community and parent involvement.

**COMMUNITY RESOURCE CENTER (CRC): NUTRITION NOW***Food Security Special Project***Donna Montegna, LCSW**650 Second Street  
Encinitas, CA 92024

Phone: (760) 753-1156

Fax: (760) 753-0252

Email: dmontegna@aol.com

**Grant Amount:****\$40,000****Year First Funded:****FFY 2000**Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (7%); Latino (43%); Native American (1%); Pacific Islander (3%); Caucasian (45%)
- Language: Spanish, Tagalog, English

Settings

Community Center; Farmers' Market; Domestic violence shelter

Partners

Faith based settings; FEMA

Description

This San Diego County-based third-year food security project provides a unique casework-oriented model designed to improve the food security and nutrition knowledge and behaviors of two basic sets of clients.

The project's multi-service center includes the Libre shelter which houses women and their children as clients who have experienced various forms of domestic abuse. While living at the shelter and throughout the project year, at least fifty women and fifty children are provided with weekly two-hour nutrition education classes, food demonstrations, on-site structured gardening for nutrition, and weekly trips to the local farmers' market. Hands-on cooking classes are also included in the nutrition education activities to teach shelter residents how to provide healthy, low-cost meals as a beginning step towards self-sufficiency, empowerment and healing for the entire family, and how cost-effective it is to provide fresh fruits and vegetables for their family as compared to fast food.

The Community Resource Center's (CRC) other major client group is comprised of approximately 3,000 low-income participants who often visit the Center's Bread Room, Social Services, Commodities, and Infant Care programs. The project routinely provides literature and brochures about nutrition, meal planning, food preparation, food safety, food storage and low-cost food resources in the community, and through the use of strategically located bulletin boards at the CRC. Once a month during commodities distribution, the CRC provides hands-on nutrition activities including demonstrations of how to use fruits and vegetables in easy, affordable meals, along with the showing of CRC's "Healthy Eating" videos and the distribution of a recipe and a sample fruit or vegetable for use at home. The project is also actively involved with assisting clients with information about food assistance programs such as WIC and Food Stamps.

**FAITH BASED COMMUNITY DEVELOPMENT CORPORATION***Faith Community Outreach Special Project*

<b>Susan Woods</b>	<b>Grant Amount:</b>	<b>\$87,500</b>
620 Mission Ave	<b>Year First Funded:</b>	<b>FFY 2003</b>
Oceanside, CA 92054		
Phone: (760) 435-0600		
Fax: (760) 435-0669		
Email: healthcoord@sbcglobal.net		

Target Audience

- Ethnicities: African American
- Language: English

Settings

Community Center; Faith Organization

Partners

5 partners from: Local Health Department; Community Churches

Description

The Faith Based Nutrition and Fitness Program (FBNFP) is a comprehensive health education and training program designed to teach the benefits of nutrition and fitness as a disease prevention strategy which can extend the life expectancy and improve quality of life for African-Americans living at 185 percent of poverty level. The project represents a collaborative partnership of African-American faith-based organizations within North San Diego County. The partnership includes three African-American churches that are located within close proximity to one another. The participating churches include Friendly Church of God in Christ, Shiloh Church of God in Christ, and St. John Missionary Baptist Church, North San Diego County NAACP and Vista Community Clinic. Each participating church will utilize their experience in motivating and encouraging congregation and community members to actively participate in the FBNFP. The NAACP will provide marketing and community advocacy services and Vista Community Clinic will provide health care screenings to participants. The target audience is low-income residents within the City of Oceanside, and within the congregation of participating churches, representing over 700 residents members.

The projects major activities are aimed at utilizing existing community assets, as well as creating new assets based on needs identified in the community assessment. The activities will be primarily focused on increasing awareness through educational and health forums/conferences and the, distribution of educational information to congregation and community members. Some of the activities will increase access to fruits and vegetables and health care screenings, and will result in the recruitment and training of congregation members, the involvement of pastors supporting program and activities, implementation of a media campaign and cooking demonstrations and increased involvement of collaborative partners and networks. The project also aims to increase opportunity for and participation in physical activity in order to reduce risk of chronic disease and increase quality of life.

**GROSSMONT-CUYAMACA COLLEGE***LIA—College/University Channel*

<b>Donna Riley</b>	<b>Local Share:</b>	<b>\$105,855</b>
900 Rancho San Diego Parkway	<b>State Share:</b>	<b>\$52,927</b>
El Cajon, CA 92019-4303	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (619) 660-4504		
Fax: (619) 660-4599		
Email: donna.riley@gcccd.net		

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (7%); Latino (14%); Native American (4%); Pacific Islander (2%); Caucasian (62%); Chaldean (6%)
- Language: Spanish, English, Farsi, Arabic

Settings

School

Partners

4 partners from: Project LEAN; College/University; College Fitness Center; College Wellness Center

Description

Our program, Food for Life, is designed to educate low-income students about the importance of proper diet (including 5 a Day instruction) and adequate Physical Activity (30 minutes a day) in maintaining health. This goal is accomplished by enrolling these students in a college course entitled "Foods for Fitness". In this course, students are required to work out 48 hours/semester to earn 1 unit of credit, applicable toward the Physical Activity requirement for the AA/AS Degree. They are also required to complete assignments in their Foods for Fitness workbooks, and to meet with our Fitness Center Registered Dietician at least once during the semester. They are instructed in the use of the Dine Healthy Nutrition software program for analysis of their food intake. The RD as well as their ES/PE instructor regularly evaluates students' progress.

**IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT***LIA—Local Health Department Channel*

<b>Luce Filiatrault, RD</b>	<b>Local Share:</b>	<b>\$111,052</b>
935 Broadway	<b>State Share:</b>	<b>\$53,153</b>
El Centro, CA 92243	<b>Year First Funded:</b>	<b>FFY 1998</b>
Phone: (760) 482-4763		
Fax: (760) 352-9933		
Email: lucefiliatrault@imperialcounty.net		

Target Audience

- Ages: All Ages
- Ethnicities: African American (4%); Latino (72%); Caucasian (20%); Other (4%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization

Partners

15 partners from: Schools; School Food Service; Parks and Recreation; University of California Cooperative Extension; American Cancer Society

Description

The *Nutrition Network* project targets low income Latino families, health and educational professionals and other agencies that assist low-income families. The project's goals focus on three levels of the Social-Ecological Model for Nutrition Program Evaluation Spheres of Influence. The project's goals are: (1) to expand the local Physical Activity and Healthy Eating Coalition (PAHE) who work to identify and implement strategies to promote the *Nutrition Network* goals. Members of the coalition represent a variety of organizations countywide; (2) to motivate families to make sustainable healthy choices by providing dynamic presentations on nutrition & physical activity including cooking demonstrations, by participating in appropriate outreach events, and by enhancing other health related strategies; and (3) to offer support and increased capacity of promoting healthy eating and physical activity to organizations that work with health and educational professionals, teenagers, children and families.

**IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT***PCFH Healthy Eating and Childhood Overweight Prevention Grant*

<b>Amy Binggeli</b>	<b>Grant Amount:</b>	<b>\$74,099</b>
935 Broadway	<b>Year First Funded:</b>	<b>FFY 2002</b>
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; School; Grocery Store

Partners

11 partners from: *California Children's 5 a Day–Power Play! Campaign*; Physical Activity-Healthy Eating (PAHE) Coalition; American Cancer Society; Supermarkets; Park and Recreation Departments; Elementary Schools; Imperial Valley Food Bank, Catholic Charities; WIC, CHDP, and MCH Programs

Description

To conduct the Imperial County Public Health Department's Increasing Options for Better Health project, the Imperial County Public Health Department Maternal Child Health & Child Health Disability Programs will collaborate with Physical Activity and Healthy Eating (PAHE) Coalition and other local agencies to: (1) plan and implement at least six neighbor based, culturally appropriate nutrition education/physical activity sessions that may include modifying and incorporating fruit and vegetables into traditional Latino recipes, cooking demonstrations, "smart shopping" supermarket tours, and identifying family centered physical activity ideas; (2) partner with at least two local elementary schools to plan and implement a salad/fruit bar in conjunction with nutrition education sessions focused on incorporating fruits and vegetables into daily food choices; and (3) conduct a minimum of two initial and two follow-up walkability assessments in local neighborhoods to facilitate the creation of neighborhood walking routes to promote physical activity.

**INDIAN HEALTH COUNCIL (IHC)***LIA—Indian Tribal Organization Channel***Andrea R. Jenkins, MS, RD, CLC***Nutrition Network Program Manager*

P.O. Box 406

Pauma Valley, CA 92061-0406

Phone: (760) 749-1410 x5311

Fax: (760) 749-1564

Email: [ajenkins@indianhealth.com](mailto:ajenkins@indianhealth.com)**Local Share: \$179,677****State Share: \$89,839****Year First Funded: FFY 1997****Target Audience**

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Native American (67.4%)
- Language: English

**Settings**

Community Center; Clinic; School; Restaurant; Day cares; Tribal Halls

**Partners**

Schools; HeadStart, Day care; IHC depts.

**Description**

At Indian Health Council, Inc. (IHC), the target population is the Native American households living on or near the nine North San Diego County reservations that form the IHC consortium. The *Network*-funded project at IHC has been successful in increasing the number of Native Americans in the community who receive physical education promotion and nutrition education including the promotion of the 5 a Day program.

IHC will consistently expose the community to a healthy eating message through a Healthy Dining campaign and a poster campaign. The Healthy Dining campaign titled "Lite As A Feather" will help the community to identify food items at a local restaurant that are consistent with healthy eating guidelines as well as those that promote the consumption of 5 fruits and vegetables a day.

The purpose of the poster campaign titled "5 a Day—The Native Way" is to advertise the importance of increasing fruits and vegetables and physical activity. The poster will be presented in a positive and consistent manner and will be placed in public settings within the community.

At this time, cooking demonstrations are conducted three times per month at each local reservation or at the IHC clinic. All demonstrations promote healthy food choices including the 5 a Day message and/or the promotion of physical activity.

Since 1999, a four-day Wellness Leader training has been conducted annually. In addition, a one-day follow up training is conducted within 6 months of each training to reinforce the training program. IHC just completed our fourth training on January 31, 2003. In order to benefit the community, trained Native Wellness Leaders will conduct one class per month on five different local reservations addressing either the promotion of physical activity or the 5 a Day message.



**REVIVAL TIME COMMUNITY CHURCH OF GOD IN CHRIST***Faith Community Outreach Special Project***Rev. Lonnie B. Lynch**

4328 Alabama Street  
San Diego, CA 92104

Phone: (619) 299-5259

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Email: richardsmith91941@yahoo.com

**Grant Amount:**

**\$50,000**

**Year First Funded:**

**FFY 2000**

*Secondary Contact:***Gloria Lynch**

4328 Alabama St.  
San Diego, CA 92104

Phone: (619) 299-5259

Fax: (619) 299-5448

*Target Audience*

- Ages: Grades 8-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

*Settings*

Grocery Store; Faith Organization

*Partners*

5 partners from: Project LEAN; Sweetheart Project; American Cancer Society; San Diego Black Nurses; LA BIND

*Description*

Revival Time Community Church of God in Christ works with African American families to increase their consumption of fruits and vegetables. Low-income and single parent families comprise 90 percent of the congregation at Revival Time Community Church. The healthy ministry is implemented in 4-6 churches in the San Diego County. Nutrition action teams from each church oversee the implementation of the project. Training sessions for the Nutrition Action Team members cover the basic food guide pyramid, nutrition and disease, food preparation, healthy eating habits and menu planning. The church coalition meets regularly to plan and formulate nutrition education and physical activity promotion events. Education has been offered to the members, partnering churches and community through sessions on meal preparation on limited budgets, gardening tips, cooking contests, nutritional fliers, National Healthy Youth and Community Day, an Annual Health Fair. Families are empowered to develop and maintain healthy lifestyles. Nutrition education and physical activity is also promoted on weekly telecasts on cable and radio stations.

**SAN DIEGO COMMUNITY COLLEGE DISTRICT***LIA—College/University Channel*

<b>Nancy Hampson</b>	<b>Local Share:</b>	<b>\$427,732</b>
4343 Ocean View Boulevard	<b>State Share:</b>	<b>\$213,866</b>
San Diego, CA 92113	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (619) 388-4941		
Fax: (619) 388-6987		
Email: nhampson@sdccd.cc.ca.us		

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Asian (20%); Latino (59%); Other (21%)
- Language: Spanish, Vietnamese, Cantonese, Ethiopian/Somali

Settings

School

Partners

Schools; College/University; University of California Cooperative Extension; Statewide Coalition for ESL Nutrition, including CDE, etc.

Description

The English as a Second Language Department at the Centers for Education and Technology, San Diego Community College District was awarded a grant by the *California Nutrition Network* for the year 2002-03. This is our first grant with the *Nutrition Network*.

There are three objectives outlined in the grant:

1. Establish statewide nutrition guidelines for adult level English as a Second Language (ESL) programs that would provide guidance to teachers, writers, publishers, and others developing materials and methods for food and nutrition with ESL.
2. Develop, pilot, and revise model lesson plans for four levels of ESL instruction. The content of these materials is based on statewide formative research conducted by the *Network*.
3. Develop textbook checklist to evaluate nutrition content in commonly used ESL texts; evaluate various commonly used texts; and develop, pilot, and revise activities to supplement texts, focusing on nutrition and behavior change.

**SAN DIEGO COUNTY DEPARTMENT OF PARKS AND RECREATION***LIA—Parks and Recreation Channel***Christine Lafontant**

5201 Ruffin Road, Suite P  
San Diego, CA 92123

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**Local Share:** **\$158,746**

**State Share:** **\$69,415**

**Year First Funded:** **FFY 2002**

Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (4%); African American (16.2%); Latino (45%); Native American (1.9%); Pacific Islander (4.4%); Caucasian (17.9%); Filipino, multiple, no response (13.9%)
- Language: Spanish, English

Settings

Community Center; School; Teen Centers

Partners

4 partners from: Schools; Local Health Department; Parks and Recreation; Local Department of Social Services; Local Teen Centers; Spring Valley Youth & Family Coalition

Description

The County of San Diego Department of Parks and Recreation (Department) operates after school programs that deliver nutrition education and promote physical activity to low-income children and families in the community of Spring Valley. The target population for the *California Nutrition Network* program is 3008 elementary, middle and high school students in the Spring Valley community, 1,990 of which are enrolled in the Free or Reduced Price Meal Program.

The Department's goal is to train a diverse group of Physical Education specialists, classroom teachers, youth program staff, interns, and volunteers working with K-12 students through San Diego State University Foundation's Sports, Play and Active Recreation for Kids (SPARK) program. Trainings include Physical Activity, Active Recreation, and Self-Management, each designed with a specific age group in mind. The purpose of the training is to ensure that all of the trainees understand the importance of physical activity and good nutrition for youth and adults. They learn techniques and methods on how to identify ways to incorporate all youth into physical activity programs, encourage healthy food choices, and integrate the concepts into their daily curriculum. Department staff will integrate the SPARK trainings into the programs at the Spring Valley Teen Center and during lunchtime activities at a local middle school. Additionally, through collaboration with the Spring Valley Youth and Family Coalition and the Spring Valley Revitalization Committee, the Department supports community and statewide efforts toward nutrition education and physical activity promotion by providing resources and collaborative opportunities to local community programs.

**SAN DIEGO COUNTY HEALTH AND HUMAN SERVICES AGENCY***LIA—Local Health Department Channel*

<b>Beverly Tuzin, MPH, RD</b>	<b>Local Share:</b>	<b>\$242,036</b>
P.O. Box 85222	<b>State Share:</b>	<b>\$121,018</b>
MS: P-507	<b>Year First Funded:</b>	<b>FFY 2002</b>
San Diego, CA 92186-5222		
Phone: (619) 285-6583		
Fax: (619) 285-6520		
Email: beverly.tuzin@sdcounty.ca.gov		

Target Audience

- Ages: Grades 5-12; Adults
- Ethnicities: Asian; African American; Latino; Native American; Caucasian; Other
- Language: Spanish, English

Settings

School; Boys &amp; Girls Clubs

Partners

4 partners from: Schools; Local Health Department; UCSD Division of Pediatrics/*California Children's 5 a Day—Power Play! Campaign*; Boys & Girls Clubs

Description

To combat the growing trend of overweight children, the County of San Diego Health and Human Services Agency is overseeing the Planet Health program conducted by the Boys and Girls Clubs of Greater San Diego in collaboration with the University of California San Diego Division of Pediatrics. The program will reach 4800 children and adolescents at nine Boys and Girls Clubs and nine local schools. Two nutrition education activities will be conducted each week for 35 weeks for a total of 630 activities, including *California Children's 5 a Day—Power Play! Campaign*, Teen Cuisine, an environmental assessment and action plan, peer leadership training and parental involvement. This program incorporates three levels of the Social Ecological Model: Individual, Interpersonal and Organizational.

**SAN DIEGO COUNTY HEALTH AND HUMAN SERVICES AGENCY***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Elaine Hiel**

1700 Pacific Highway  
San Diego, CA 92101-2417

Phone: (619) 692-8390

Email: elaine.hiel@sdcounty.ca.gov

**Grant Amount:**

**\$86,580**

**Year First Funded:**

**FFY 2002**

Target Audience

- Ages: PreKindergarten; Grade 1
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; School

Partners

8 partners from: Parks and Recreation; Project LEAN; Head Start; WIC; Indian Health Council; San Diego State University; University of California, San Diego; Children's Hospital; San Diego County Breastfeeding Coalition

Description

The County of San Diego Health and Human Services' Improving the Health of Head Start Kid plans to partner with 10 Head Start sites to reach low-income children at risk for overweight. Head Start teachers, parents, and children will receive nutrition and physical activity education. The goals of the project are to improve the nutritional value of food consumed by children, to have children consume a minimum of five servings of fruits and vegetables per day, to increase physical activity to a minimum of 30 minutes of moderate exercise four times per week, and to increase participation in USDA nutrition assistance programs. Head Start teachers will receive nutrition education encouraging children to "eat-by-color" to reach 5 servings of fruits and vegetables per day. Parents will receive similar nutrition education and additional cooking demonstrations on low-fat, ethnic foods, and fruit and vegetable recipes acceptable to children of various cultures. A physical activity curriculum, developed by San Diego State University, will help Head Start teachers increase physical activity of children at their sites.

## SAN DIEGO STATE UNIVERSITY, DEPARTMENT OF EXERCISE AND NUTRITIONAL SCIENCES

*California Project LEAN Regional Lead Agency*

<b>Joan W. Rupp, MS, RD</b>	<b>Local Share:</b>	<b>\$201,150</b>
Department of Exercise and Nutritional Sciences	<b>State Share:</b>	<b>\$100,575</b>
San Diego State University	<b>Grant Amount:</b>	<b>\$100,000</b>
2208 14th Street	<b>Bone Health Grant Amount:</b>	<b>\$50,000</b>
Olivenhain, CA 92024-6809	<b>Year First Funded:</b>	<b>FFY 1998</b>
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### Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (5%); Latino (75%); Native American (2%); Pacific Islander (3%); Caucasian (10%)
- Language: Spanish, English

### Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

### Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; farm

### Description

The Southern Coast Project LEAN lead agency coordinates monthly meetings of the San Diego Nutrition Network (SDNN), a coalition of more than 50 partners addressing community issues related to nutrition and/or physical activity. LEAN staff and SDNN partners provide technical expertise to local media, and have been especially successful with media coverage related to exclusive soda contracts in the school environment.

The region will complete data collection from the 2002 Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latinas and implement the 2003 campaign in the targeted Escondido community. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

Between 8 and 12 mini-grants up to \$500 each will be awarded to agencies in San Diego and Imperial Counties for programs to increase fruit and vegetable consumption in multiethnic low-income individuals. The region will also use state share funds to further the expansion of the ¡Cocinando Saludable! (Healthy Cooking) curriculum to additional five SDNN partners. The region will also co-sponsor the 2003 Nutrition Month Essay/Poetry/Rap contest with San Diego City Schools by participating in judging and publicizing the contest, and participating in the school breakfast campaign "Breakfast = Improved Academic Learning" program. Promotional materials, signage, and nutrition education reinforcement items are expected to reach 64,250 students.

**SOUTHERN INDIAN HEALTH COUNCIL, INC. (SIHC)***LIA—Indian Tribal Organization Channel*

<b>Lisa Turner, RD</b>	<b>Local Share:</b>	<b>\$198,498</b>
PO Box 2128	<b>State Share:</b>	<b>\$99,249</b>
Alpine, CA 91903-2128	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (619) 445-1188 x204		
Fax: (619) 445-8047		
Email: lturner@sihc.org		

Target Audience

- Ages: All Ages
- Ethnicities: African American (1%); Latino (30%); Native American (40%); Caucasian (29%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Tribal Reservations

Partners

Schools; Project LEAN; Native American Tribal Leaders/Communities

Description

Southern Indian Health Council, Inc. (SIHC), a nonprofit corporation, was founded in 1982 by a seven-tribe consortium. The goal of the Nutrition Services Department of SIHC, in partnership with the *Nutrition Network*, is to provide nutrition education on the importance of eating healthy with an emphasis on the 5 a Day principles; living a healthy lifestyle; along with, cooking and shopping classes. *Network* funding enables them to expand their nutrition education/intervention and physical activities efforts, as well as to develop new programs to further support the priorities of promoting healthy eating and increased physical activity among the target population.

Since many of the residents of the target population are located in extremely rural areas, the Nutrition Services staff participates in a wide variety of community based events such as, Health Fairs, the Commodity Foods Program, After-School Programs, Welfare to Work Program, Public School curriculums and Pow Wows. They also publish monthly newsletters, one for adults and one "Just For Kids."

Interactive classes designed for all ages, help participants to learn how to prepare healthy snacks/meals, individual modules include: for those on the go, cooking within a budget, foods for fuel and cut the fat, to name a few. Hands-on cooking classes and food tastings are provided to various age groups and encouragement of physical activity is always included in the programs.

**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF COMMUNITY PEDIATRICS***5 a Day–Power Play! Campaign***Julie Sammons**

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 Division of Community Pediatrics  
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**Grant Amount:****\$100,000****Year First Funded:****FFY 2002****Target Audience**

- Ages: Grades 4, 5
- Language: Spanish, English

**Settings**

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

**Partners**

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

**Description**

The University of California, San Diego, Division of Community Pediatrics acts as the San Diego Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 75,000 impressions with the region's 37,700 low-income 9- to 11-year-old children. The San Diego Region includes San Diego and Imperial counties.



**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF COMMUNITY PEDIATRICS***Latino 5 a Day Campaign*

**Blanca Meléndrez, MA**  
 Regional *Latino 5 a Day* Marketing Manager  
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 Phone: (619) 681-0684  
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 Email: blanca@sd5aday.org  
 Website: www.sd5aday.org

**Grant Amount: \$105,000**

**Year First Funded: FFY 2002**

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

22 partners

Description

The University of California San Diego, Division of Community Pediatrics serves as the regional lead agency for the *California Latino 5 a Day Campaign*. UCSD is charged with implementing the *Campaign's* community-level interventions throughout the San Diego Region, which includes Imperial and San Diego counties. UCSD also oversees the San Diego Regional 5 a Day Coalition consisting of *Latino 5 a Day* and *5 a Day—Power Play!* Subcommittees.

In 2003, the San Diego lead agency will seek to reach 210,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events, such as health fairs and activities sponsored by the Mexican Consulate. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media, including Spanish-language and Latino-targeted English language television, radio, and print publications. UCSD will seek to address access to fruits and vegetables by working with local farmers'/flea markets, WIC agencies, and agricultural industry representatives to assess barriers and develop strategies for reducing the barriers. Lastly, the San Diego lead agency will encourage local government offices, as well as regional partners to adopt the American Cancer Society's Meeting Well guidelines as part of their organizational policies and practices.

**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF PEDIATRICS***LIA—College/University Channel*

<b>Todd Galati, MA</b>	<b>Local Share:</b>	<b>\$201,212</b>
Project Manager	<b>State Share:</b>	<b>\$100,606</b>
9500 Gilman Drive	<b>Year First Funded:</b>	<b>FFY 1999</b>
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Target Audience

- Ages: Grade 4; Adults
- Ethnicities: Asian (11%); African American (6%); Latino (78%); Caucasian (2.5%); (Not Specified) (2.5%)
- Language: Spanish, English

Settings

School; Parent Room at School

Partners

8 partners from: Schools; Project LEAN; University of California Cooperative Extension; *Latino 5 a Day Campaign*; *5 a Day—Power Play!*; San Diego Children's Hospital; San Diego Nutrition Network; San Diego Coalition on Obesity

Description

Nutrition Link is a unique nutrition education program that utilizes technology to bring nutrition education into the classroom through web-based nutrition lessons. Nutrition Link integrates lessons based on the Dietary Guidelines for Americans and Healthy People 2010 Suggestions with core subjects such as reading, writing, arithmetic, and geography to meet education standards while also providing quality nutrition education. Web lessons topics include *5 a Day*, Food Guide Pyramid, Food Labels, Low Fat Eating, Healthy Dining, Healthy Snacks, Hydration, Vitamins and Minerals, and balancing energy intake with activity. The Nutrition Link Education Team develops the web lessons through support from the *California Nutrition Network*. This team consists of a Pediatrician, Registered Dietitian, Exercise Physiologist, and Web Designer from the Division of Community Pediatrics at the University of California, San Diego.

Nutrition Link is being implemented with four fourth-grade classes (120 students) at Rosa Parks Elementary School in Mid-City San Diego. These fourth graders also participated in the third-grade Nutrition Link web lessons during their third-grade school year. Rosa Parks has over 1560 students in grades K-5, 99 percent of who are eligible for the free lunch program, and it is ethnically diverse with 74 percent Latino students and over 80 percent of the students speaking English as a second language. The Nutrition Link team also works with parents and families at Rosa Parks by opening up the web lessons to computer users in the Parents Computer Lab, and by scheduling UCSD Pediatric Residents to conduct monthly nutrition and health talks.

**VISTA UNIFIED SCHOOL DISTRICT—CHILD NUTRITION SERVICES***LIA—School/District Channel***Robin L. Pelletier**3900 Fifth Avenue—Suite 310  
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**Local Share:****\$194,639****State Share:****\$97,308****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (2.4%); African American (6.5%); Latino (42.6%); Pacific Islander (1.2%); Caucasian (42.9%)
- Language: Spanish, Tagalog, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Child Nutrition Services (CNS) is a department of the Vista Unified School District. Their mission is to enhance and support the educational processes of the district by conducting the following activities:

Cafeteria and central kitchen nutrition tours are conducted for one hour. Nutrition education activities include a costume worn by a staff person which is the USDA food guide pyramid on one side and a slice Nino's pizza is the backside. Students also receive healthy tasting and letters to bring home to their parents which explain the day's event and information about the child nutrition services.

Back to School Nights offer the opportunity for cafeteria site managers to host a booth to educate students and parents about the child nutrition service department, menu selections, National School Lunch and School Breakfast Programs.

Classroom cooking and interactive food demonstration activities which include the Kids Are Cooking curriculum sponsored by USDA.

Working with Nino's pizzeria and franchises to provide students with healthy lunches. Pizzas are made on whole wheat crusts and include a variety of vegetable toppings.

NutriKids menu analysis is printed on weekly menus. NutriKids is a nutrition software program utilized by school food service programs to analyze recipes, entrees, and menu selections to provide the nutritional breakdown of individual servings. The breakdown includes total fat, protein and carbohydrate grams and calories in meals served to the students.